



45th Thai-Japanese Management Development Program

— Middle Management Development Program —



Program Overview

Program Features:

- ▶ Practical management training program designed by College of Management, Mahidol University (CMMU) which is the one of the top-level university.
- ▶ Designed for management level Thai staffs who work in Japanese companies, with high potential for future senior management
- ▶ Hybrid contents of universal management skills and practical skills applicable to managers' work
- ▶ Taught in Thai language to stimulate mutual learning

Benefit for companies:

- ▶ Help speed up localization and enhance competitiveness through
 - Talent development on the manager level
 - Positive impact on HR retention & recruitment

Benefit for participants:

- ▶ Help develop confidence and recognition by
 - Receiving CMMU certificate for completing the course
 - Acquiring practical management knowledge and skills

Thai Japanese Management Development Program

Target: This program is designed for Middle Managers(*) in Sales, Marketing, Product • Service Development, Purchasing and HR & Administration department in both manufacturing and non-manufacturing companies.
(*) Managers who have been 3-5 years in that position.

Style of this seminar: This program encourages all participants to involve in more discussion, role play and group work with minimum lecturing.
Therefore, participant will be grouped with participants from different companies to expand their own viewpoints.

45th Training contents are:

Course 1. Strategic Marketing Management	2 days
Course 2. Logical Thinking & Decision Making	2 days
Course 3. Customer Relationship Management	2 days
Course 4. Operations Management	2 days

Course 1

★ **Subject:** Strategic Marketing Management

★ **Date:** 29th – 30th June 2021

★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers, HR Managers, etc.)

★ **Language:** Thai

★ **Course Overview**

The increasingly global diversity comes with new marketing challenges to all companies. The success marketing stories in the past may no longer be viable for today marketplace. Learn new and updated marketing concept to response to the changes in Asian market.

It is crucial to analyze the external and internal situation in order to make Marketing Strategy. In this course, the participants will learn various analysis methods and decision making through case study, class discussion and exercises, and follow the Thailand 4.0.

★ **Coverage:**

- New paradigm of Marketing Management
- Market Research updated
- SWOT Analysis
- STP (Segmentation, Target Marketing, Positioning)
- Brand Components
- Video Clip case
- 4P's vs 4C's for B2B
- Neuro-Marketing
- Environmental analysis (Internal and external)
- Blue Ocean Strategy
- Innovation Strategy
- Digital Marketing
- Case Study

**** Online Class ****
By ZOOM Application

Seminar Detail - Strategic Marketing Management

	Day 1	Day 2
AM 9:00-12:00	<p>Introduction</p> <ul style="list-style-type: none">-Strategic Management-What the Marketing ?-New paradigm of Marketing Management-Market Research updated <p>Video Clip case</p>	<ul style="list-style-type: none">-4P's vs 4C's-4C's for B2C→B2B-4P's vs 4C's for→B2B-Environmental analysis <p>Video Clip case</p> <p>Case Study Activity</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">-SWOT Analysis-STP Analysis-Price focused <p>Video Clip case</p> <p>Case Study Activity</p>	<ul style="list-style-type: none">-Blue Ocean Strategy-Strategy Canvas-B2B Information, Trend, Analysis, Benchmark-Thailand 4.0 <p>Case Study Activity</p>

Course 2

★ **Subject:** Logical Thinking & Decision Making

★ **Date:** 15th – 16th June 2021

★ **Target:** Middle Management Thai Managers

(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

This course, Logical Thinking, will develop participants' ability to analyze situations and problems logically. It presents models and tools for decision makers, in a persuasive and effective manner - in formal presentations, meetings and group situations and in writing.

The course adopts a logical step-by-step format, using both strategy + tactical mindsets to approach and solve problems. Participants will gain knowledge of rational decision making and non-rational techniques for decision making.

★ **Coverage:**

- Objective & Over View (Usage, Location and Details of Logical Strategy)
- Traditional vs Strategic Problem Solver
- Stretch Goal Capacity
- Logic/ Simple Rule, Platform Thinking
- Logical problem solving process
- Office of Strategy Management (OSM)
- 4 Foundation: Strategic Interaction
- Tactical vs Strategic Mindset
- System1 vs System 2 Thinking
- Paradigm & P-type & EQ
- Risk Management
- Decision Making Issue

**** Online Class ****
By ZOOM Application

Seminar Detail- Logical Thinking & Decision Making

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">-Introduction-Foundation of Logical Thinking-Usage, Location and Details of Logical Strategy-Traditional vs Strategic Problem Solver-Stretch Goal Capacity (Growth Mindset, Passion and Leadership)-Planning Issue	<ul style="list-style-type: none">-Recapitulate: Day 1-Office of Strategy Management (OSM)-4 Foundation: Strategic Interaction-Strategic Framework-Tactical vs Strategic Mindset-System 1 vs System 2 Thinking
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">-Simple Rule of Logical Strategy-Platform Thinking-Logical Problem Solving Process-Effective Steps to Project -Workshop Exercise	<ul style="list-style-type: none">-Content vs Relationship Based Persuasion-Simple Rule of Content-Based Persuasion-Paradigm & P-type & EQ -Risk Management-Decision Making Issue -Workshop Exercise

- ★ **Subject:** Customer Relationship Management
- ★ **Date:** 7th – 8th July 2021
- ★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers etc.)
- ★ **Language:** Thai

★ **Course Overview**

Customers are one of the most important assets of the company. In order to enhance corporate competitiveness, it is very important to build good relationships with customers and maintain them.

This course focuses on the methods to approach customers and data collection/analysis and make decisions to optimize the value over time. The contents will focus on strategic and analytic to manage customer relationship that will aid in customer acquisition, development and retention, and link these through the central concept of customer lifetime value.

★ **Coverage:**

- Understanding of key concepts and best practices of CRM
- CRM value proposition for different market concepts
- Impact of CRM on customer experience, satisfaction and loyalty
- Knowledge of CRM customer data acquisition, management, research, analysis and use
- Impact of social networking on CRM best practices
- Case study

Seminar Detail- Customer Relationship Management

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">- Understanding of key concepts and best practices of CRM- What is CRM?- CRM and Value <p>Case Activity</p>	<ul style="list-style-type: none">- Customer Life Cycle Management Customer acquisition/Customer satisfaction/Customer retention- Communication Strategy- Social network and CRM <p>Case Activity</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">- Customer loyalty- Analyze Customer Needs / Want / Demand <p>Case Activity</p>	<ul style="list-style-type: none">- SRM, supplier as an internal customer- Supply positioning model- Supplier referencing model <p>Case Activity</p>

★ **Subject:** Operations Management

★ **Date:** 14th – 15th July 2021

★ **Target:** Middle Management Thai Managers

(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

Operations Management focuses on carefully managing the processes to produce and distribute products and services. This management practice, often as known as “Lean”, can enhance overall efficiency and productivity such as cost reduction, personnel adjustment, quality improvement etc. which will enhance customer competitiveness.

This course aims at understanding how Operations Management would be carried out in an organization. By understanding the nature of the products or services in the organization, it can be effectively managed.

★ **Coverage:**

- The Components of Value
- Identification of Value
- Competitive Advantage, Process, Waste, 8 types of waste
- 10 Strategic OM Decisions
- The value chain concept
- What is lean?: 5 key Principles of Lean Value Stream Map the Existing Process
- Management
- Redesigning the Operations

FULL
Next round: **September**

Seminar Detail- Operations Management

	Day 1	Day 2
AM 9:00 – 12:00	Introduction to operations management What / Why OM Case Example -Competitive Advantage -Process -10 Strategic OM Decisions	Analyzing the Current Operations -Value Stream Map the Existing Process Purpose of VSM / Element of VSM / Example of VSM Work shop: Create Current state of VSM -Waste, 8 types of waste Value-added, non-value added activities
	Lunch	Lunch
PM 1:00 – 4:00	-What is lean ? -5 key Principles of Lean M. Work shop: Traditional vs Lean Process Work shop: Select your Project -What is value ? Work shop: Identify Value	-Redesigning the Operations -Tools, 5S, Pokayoke, Visual Control, Standard Work, -Value Stream Map of Future State Work shop: Identify Process change opportunities, Mapping the Future State (Presentation + Incorporate)

Expected Instructors



Dr. Burim Otakanon (Strategic Marketing Management)

ASST. Prof. at College of Management, Mahidol University

Education:

- MBA. New Hampshire College, Southern New Hampshire University, USA
- Advanced Certificate in International Business, New Hampshire College, Southern New Hampshire University, USA
- Ph.D. Technopreneurship and Innovation Management, Chulalongkorn University



Dr. Rath Dhnadirek (Logical Thinking & Decision Making)

Lecturer at College of Management, Mahidol University

General Manager, T. Dhnarath International Co. Ltd Co-Managing Director and Senior Partner, Sycamore Management Consulting

Education:

- Ph.D. in Marketing with a concentration area in Consumer Psychology and Decision Sciences (Support Area: Statistics and Quantitative Analyses), The University of Chicago, USA

Expected Instructors



Dr. Phallapa Petison (Customer Relationship Management)

ASST. Prof. at College of Management, Mahidol University

Education:

- MBA. Asian Institute of Technology
- Ph.D. International Business, Asian Institute of Technology



Dr. Prattana Punnakitikashem (Operations Management)

ASSOC. Prof. at College of Management, Mahidol University

Education:

- M.S. Industrial Engineering, University of Texas at Arlington.
- Ph.D. Industrial Engineering, University of Texas at Arlington.

Seminar Schedule

■ [Course 1]

Strategic Marketing Management

Date: 29th – 30th June 2021
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 9,500 Baht (Online Class by ZOOM)

■ [Course 2]

Logical Thinking & Decision Making

Date: 15th – 16th June 2021
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 9,500 Baht (Online Class by ZOOM)

■ [Course 3]

Customer Relationship Management

Date: 7th – 8th July 2021
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 4]

Operations Management

Date: 14th – 15th July 2021
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

- ★ If 2 subjects are chosen, discount will be given!!
- ★ If more than 5 participants are coming from one company, discount will be given!!
- ★ Discount will not be applied for online class.

✂ Please kindly understand that the schedule may be changed.



Comments from participants of program

- ▶ The trainers are friendly, rich in experiences and used many down to earth examples for us to understand.
- ▶ It was meaningful that I could discuss with participants from other companies.
- ▶ It was interesting to me that we did case study, group discussion then finally did presentation.
- ▶ It was very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ It's very useful for me to manage and develop own working process by Operations Management skill.
- ▶ To come to know new friends is fun!
- ▶ Learnt in this course, it's very useful for my working place because it's not only academic theory but also practice group discussion and presentation training.
- ▶ It helps me to communicate with the subordinate better and to understand the problem in organization.

Please click the training gallery at the website & Facebook !

→ <http://www.cmmu.mahidol.ac.th/training/index.php/training-gallery>

→ www.facebook.com/cmmuexecutiveeducation/

Class Atmosphere



How to Apply

- ▶ Price:

9,500 Baht for Strategic Marketing Management (Online Class)

9,500 Baht for Logical Thinking & Decision Making (Online Class)

13,000 Baht for Customer Relationship Management

13,000 Baht for Operations Management

- ▶ Application form:

Please fill in and send the attached application form to Ms. Chamaiporn at cbubcl@cicombrains.com

- ▶ Application deadline:

Course 1 : Strategic Marketing Management

15th June 2021

Course 2 : Logical Thinking & Decision Making

1st June 2021

Course 3 : Customer Relationship Management

23rd June 2021

Course 4 : Operations Management

30th June 2021

How to Apply (Continued)

▶ Payment method:

Around 1-2 weeks before the training date, the scanned invoice will be sent to you by email. Please make a payment according to the information written on the invoice either by cheque or by bank transfer.

▶ Payment deadline:

Before the first day of each training.

▶ Cancellation Policies:

- Cancellations made less than 30 days before the delivery date, 30% of total amount will be charged.
- Cancellations made less than 20 days before the delivery date, 50% of total amount will be charged.
- Cancellations made after **12:00PM (noon)** on the day before the delivery date, 100% of total amount will be charged.

Enquiry

▶ **Bangkok:**

Tel: (66)-82-671-8574 (English / Thai)

Person in charge: Ms. Chamaiporn Thammanayakatip (Tae)
Ms. Nishada Namchoathirun (G)

Email: c.thamma@cicombrains.com / n.namchoat@cicombrains.com

Person in charge: Ms. Endo

Email: h.endo@cicombrains.com

▶ **Tokyo:**

Tel: (81)-3-5294-5576

Person in charge: Mr. Jigami / Ms. Otoguro

Email: cbubcl@cicombrains.com

Website: <https://www.cicombrains.com/CB-UBCL/>

Venue

Map to CMMU : College of Management, Mahidol University

4th Fl. 69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400

Tel: 02-206-2000

Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

